

# Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

Vol. 2. No. 121. Copyright, 1926, by Automotive Daily News Publishing Corporation NEW YORK, WEDNESDAY, FEBRUARY 17, 1926 Entered as second-class matter Aug. 27, 1925, Post Office, N. Y., N. Y., under Act of March 3, 1879. 10 Cents, \$12 Per Year

## RUBBER EXCHANGE FIRST DAY TRADE PASSES \$500,000

Number of Foreign Orders Feature Day's Business

NEW YORK, Feb. 16.—More than \$500,000 worth of rubber changed hands in the first day of trading on the new Rubber Exchange of New York, which opened formally yesterday.

The attendance was large at the morning and afternoon calls. Sixty-four contracts, of 2½ tons each were dealt in during the first hour.

Trading at this time is confined to four months, March, May, July and December, with July the most active and May the next. The exchange authorities announced they were highly encouraged by the number of foreign orders being executed.

In declaring the exchange formally open for business, Francis R. Henderson, the president, said he was convinced the organization would add a worthy chapter to the records of American rubber marketing methods. The rise of rubber to its present importance, he said, was one of the romances of modern business. Commenting on the recent fluctuations in the price of crude rubber, Mr. Henderson said:—

"Overproduction plus temporary underconsumption brought ruinously low prices in 1921. Then artificial restriction of production brought about a temporary scarcity last year, with very high prices. Enforced curtailment of consumption was the inevitable result, with a consequent decline in prices. In each case the market had no shock-absorber, and price movements were dangerously violent. The inauguration of the Rubber Exchange of New York will provide a greater number of traders in rubber, and through its greater breadth the market will absorb the purchases and sales in a more orderly manner. It will provide the necessary brake on price movements, which will give producer and consumer the opportunities of safeguarding their justly demand."

## NEW TERRITORIAL MGR. FOR PIERCE-ARROW CO.

Buffalo, Feb. 16.—William G. Shortal, for many years connected with the sales department of the Pierce-Arrow Motor Car Company, has been appointed manager of the territorial division.

Among the representatives recently added to this organization was James Brooks. Mr. Brooks will be in charge of eastern New York state and Connecticut.

## CADILLAC OFFICIALS ON TOUR OF SOUTH AND WEST

Detroit, Feb. 16.—Lawrence P. Fisher, president, and Lynn McNaughton, vice-president, of the Cadillac Motor Car Company, left Detroit early this week for an extended tour through the West and South for the purpose of supplementing impressions of the 1926 automobile market gained at the New York, Detroit and Chicago shows.

## Pierce-Arrow Adds 3 New Body Types

Buffalo, Feb. 16.—The Pierce-Arrow Motor Car Company is adding three new body types to its Series 80 line: A five-passenger four-door coach at \$3,250; a seven-passenger four-door coach at \$3,350, and a limousine coach at \$3,450, f. o. b. factory.

## IND. AUTO SHOW IN FULL SWING

New Models Attract Interest—Many Meetings Scheduled

Indianapolis, Ind., Feb. 16.—Forty-one makes of passenger cars, thirty-five accessory, and tire manufacturers, and several trucks are being displayed to thousands of visitors at the annual Indianapolis automobile show at the state fair grounds this week. The show is sponsored by the Indianapolis Automobile Trade Association.

The exposition was opened by an address by John L. Duvall, mayor of Indianapolis, who spoke from a balcony at one end of the exposition building. Two bands were on hand during the entire show, playing alternately throughout each day.

A more elaborate scheme of decoration has been followed than at previous shows, and more than 175,000 square feet of cloth, in gold and white has been draped and fluted over the entire wall space and ceiling of the show building. Electric lights are concealed under these draperies, giving a new lighting effect on the entire building.

Considerable interest has been shown in the new Pontiac six, new Stutz eight, and several other new models which are displayed here for the first time. Although the Stutz car is manufactured here, and has been displayed publicly two or three times in the last two months, its appearance at the show was the first real exhibit of the company here. New types of trucks, and numerous new accessories created unusual interest. The reduced prices on Ford closed cars proved an early stimulus to buying.

The show is being featured during the week by a number of sales conventions, prominent among them being the meeting of Willys-Overland dealers from the entire central territory which will be addressed tomorrow by John N. Willys, head of the company. About 600 dealers are expected to attend.

## CHRYSLER TO VISIT WESTERN ORGANIZATIONS

Denver, Col., Feb. 16 (U. T. P. S.).—Walter P. Chrysler, president and chairman of the board of directors of the Chrysler corporation, and J. E. Fields, vice-president in charge of the sales of the company, will visit in Denver on their return to the East from Los Angeles, where they are on a brief holiday. On their return they will visit the dealers and distributors in San Francisco, Portland, Seattle, Salt Lake City, Denver and Kansas City.

## BENDIX BRAKE JUMPS OUTPUT

To Produce Enough to Equip 1,000,000 Cars

South Bend, Ind., Feb. 16.—Announcement is made by D. M. White, head of the Bendix Brake Company, that the production schedule of his concern calls for enough brakes to equip 1,000,000 cars per year and that production on this schedule will begin within the next few weeks.

The Bendix brake is being used as standard equipment on ten different makes and ten other makers are seriously considering use of the Bendix product, according to Mr. White. Exports are being made at the rate of 2,000 units a month to England, South Africa, France and Germany, he stated.

"A little more than a year ago," Mr. White said, "we obtained our first contract, and the growth of our concern is illustrated from the fact that since then nine manufacturers have contracted for our product. A year ago we employed twenty-five operators, and now have 250. Our plant has been enlarged twice within the year and we have plans for still further enlargement."

"Investment in the plant represents millions," he continued. "The main building is 800 by 100 feet, with two large bays in which actual manufacturing is carried on. Through our research department we are constantly seeking methods of improving our brake and methods of producing it. For instance, we have several new types of machines under construction, one in particular which can turn out 9,000 brake bands a day, or enough for 750 automobiles. We own seventy acres near the present plant, which we plan to use for expansion."

## TO HOLD PRE-SHOW DINNER

St. Louis, Mo., Feb. 16.—In order to prepare fittingly for the nineteenth annual St. Louis Automobile Show which is to be held here from February 22 to February 27 inclusive, the St. Louis Automobile Dealers Association will hold a "pep dinner" February 19.

## Engineering Institute Hears of Oil Situation

New York, Feb. 16.—Petroleum, mine ventilation, mining geology and iron and steel production were the chief topics discussed here yesterday at the first session of the American Institute of Mining and Metallurgical Engineers.

About 1,000 members registered during the day for the three-day annual meeting. It is expected that 1,500 members from all sections of the country will have registered before the conclusion of the meeting tomorrow night.

Popular belief that this country will be faced in a few years with a shortage of crude oil was contradicted by Dr. Gustav Egloff. He contended that there has not been a real shortage since the oil industry began, in 1859. On the con-

## Ford to Equalize Price Reductions

Detroit, Feb. 16.—Ford dealers will not be required to stand the loss on the stock of new cars on hand at the time of the recent price cut. The company has arranged to bill open cars at the old price until the dealer's loss on his stock of closed cars is made up. In the past, dealers have pretty generally been obliged to absorb the losses on cars in stock when a price cut took effect.

## GRAHAM BROS. SET NEW HIGH

January Deliveries Increase 120% Over Last Year

Detroit, Feb. 16.—Retail deliveries of 1,478 Graham Brothers trucks and motor coaches in the United States and Canada, during the four weeks ending January 30, according to official figures just released by the factory at Detroit, showed an increase over the corresponding period last year of 807, a gain of 120 per cent.

The week ending January 16, with deliveries of 409 trucks and coaches, was 196 per cent. ahead of the corresponding week last year. The week ending January 30 set the record for January with deliveries of 425 units.

"Our production during the last two weeks in January," said a Graham Brothers executive, "amounted to 1,124 trucks and coaches, a gain of 68 per cent. over the corresponding period last year."

Graham Brothers, before their business was absorbed by Dodge Brothers, Inc., had just opened a new factory in Stockton, Cal., and had completed extensive enlargements at their other three factories—in Evansville, Ind.; Toronto, Ont.; and Detroit—to afford production facilities sufficient to supply the demand.

## CONGRESS BUSY ON MOTOR AND ESTATE TAX REDUCTIONS

Senate Amendments to Original Measure Opposed

WASHINGTON, Feb. 16.—Differences on the tax reduction bill, including repeal of the estate, admissions and automobile taxes as contained in the Senate amendments, were taken up in conference yesterday afternoon between the Senate and House.

The House disagreed with the Senate amendments, which brought the total reduction in revenue to \$456,261,000, about \$230,000,000 above the House figure.

Secretary Mellon, who insists that \$100,000,000 or more must be cut from the tax reductions provided in the Senate bill, favors retaining the automobile taxes with a revenue of \$69,600,000, and the admission taxes of \$33,000,000, which the Senate repealed.

House leaders held that absence of discussion meant that the House stood squarely back of its bill and would not support Representative Smoot's bill, of Michigan, who wished the body to go on record as favoring repeal of automobile taxes.

Following a flood of telegrams and messages, the conference agreed to work in secret until all controversial features are settled. Every indication is that they will speed their work as rapidly as possible. Senator Smoot predicted an agreement by Thursday, but other conferees, including Chairman Green, said the date would be not earlier than Saturday, and they hope to submit the conference report to the Senate and House early next week.

## Defeat of Speed Law Changes Seen

Albany, N. Y., Feb. 16.—Assemblyman Alexander Garnjort's bill to increase the automobile speed limit on state highways from thirty to thirty-five miles an hour will be killed today, legislators say. Last night the vote stood 76 to 35, not sufficient to advance it to second reading, and today it will be recommitted to a committee, where it will unquestionably die a natural death.

Assemblyman Harry Landau of Brooklyn has sponsored a bill which, he declares, if enacted into law will reduce automobile accidents 25 per cent.

He wants every motor vehicle operator to pass a physical examination before being issued a driver's license. He maintains that many persons are able to properly operate automobiles, but their physical condition is such that accidents may and do occur.

## MISSOURI COLLECTS \$7,278,387

Kansas City, Feb. 16.—The state of Missouri collected \$7,278,387 in motor car license fees in the fiscal year ending February 1, according to figures just announced by O. C. Steininger, motor vehicle commissioner.



## TWIN CITY SHOW RECORD BREAKER

Attendance Reaches a  
New High Mark of  
127,685

**S**T. PAUL, Feb. 16.—The greatest automotive exposition the Midwest has ever known was concluded Saturday night. For the week in which the exposition offered its attractions to a Twin Cities and Northwest public, there was recorded a total attendance of 127,685, which is a new high record.

The exposition which is now concluded was greatest in other respects than the mere attendance. In point of total number of exhibits, variety of exhibits and total sales resulting, the Nineteenth Annual Twin City Automotive Exposition excelled and eclipsed all previous shows, according to Harry Wilcox, manager.

The show had the distinct advantage of running concurrently with the semi-annual Twin City Market Week which each six months attracts thousands of country merchants of the Northwest trade territory of the Twin Cities. These country merchants were augmented largely by the country automobile dealers, who in many instances were the guests of the Twin Cities and Northwest distributors and wholesalers of the various makes of cars which were exhibited at the show.

Three successive days at the show attracted more than 23,000 visitors. This record is unprecedented hereabouts. The record days were Wednesday, Thursday and Friday.

The sales of the show amounted to \$3,080,000, according to Manager Wilcox, who made his estimate after a careful check with the majority of the exhibitors. There were forty-four different makes of cars on the floor, and Mr. Wilcox said that an average of seventy of each make were sold. The total sales were 3,080.

At least seven firms represented at the show reported sales in excess of 400 cars each. On his return to Flint, Mich., H. H. Bassett, president of the Buick Company, wired: "Plain sightseers attend the average motor show, but your exposition had more bona fide buyers and country dealers than any I know. For beauty, your interior could not be surpassed."

"My trip to the Twin Cities and your automobile show was well worth while," said A. R. Glancy, president of the Oakland Motor Car Company, Pontiac, Mich. "Mr. Mahaffey, our local manager, advises me that we disposed of twice as many cars as were sold at your show last year."

## ASKS \$100,000,000 FOR KENTUCKY ROAD WORK

Frankfort, Ky., Feb. 16.—A bill calling for a bond issue of \$100,000,000 for roads and highways to be built in Kentucky has been introduced in the Legislature by Senator White L. Moss of Pineville.

The bill calls for submission to the people of a bond issue for roads alone and is considerably larger than the bond issue for roads, schools and public institutions which was defeated in 1924.

The bonds will be retired in thirty years under the Moss bill from funds received from automobile licenses, gasoline tax and the 3 per cent. ad valorem road tax.

## I. A. M. A. BANQUET TONIGHT

Des Moines, Ia., Feb. 16 (U. T. P. S.).—The Iowa Automotive Merchants' Association will hold its banquet tomorrow night at the Hotel Fort Des Moines. Three hundred and ten members are expected to attend this banquet. James Schermerhorn of Detroit, known nationally as a constructive humorist, will be one of the principal speakers at the banquet.

## Studebaker Creates Model Specially For Fire Chiefs

South Bend, Ind., Feb. 16.—Another model, "The Fire Chief" has made its appearance in the long list produced by Studebaker and it is said to be the only specially designed roadster for fire department chiefs, produced by any automobile factory. The car body is attached to a big six chassis, painted vermilion, and is completely equipped for the service for which it is offered. The model will be standard, it was announced.

## AVIATION FIELD TO BE BUILT SOON AT CHICAGO

Chicago, Feb. 16.—Work is to be started soon on the municipal aviation field here. Commissioner of Public Works A. A. Sprague is now receiving bids for the delivery and spreading of cinders for construction of runways, and bids for hangar space are already being filed.

Three bids have been received for hangar space. One of these is from an Eastern syndicate, which has asked for space for three hangars. The airplane division of the Ford Motor Company was another bidder and the third application for space came from the air transport firm headed by Paul Henderson, formerly assistant postmaster general in charge of air mail.

## SYRACUSE AUTO SHOW DREW BIG ATTENDANCE

Syracuse, N. Y., Feb. 16.—Close to 500 cars were purchased from sixty distributors at the eighteenth annual Syracuse Auto Show that closed here last Saturday. More than 30,000 saw the show, which is the biggest attendance at any yet held here.

The sales were not in excess of some other shows, but dealers said that the live prospects secured indicate far better spring business than last year. Heavy snow hampered demonstrations and present conditions indicate that it will be two or three weeks before the dealers really can get out and close the prospective business.

## DEVELOP NEW METHOD TO TREAT AUTO STEEL

Washington, Feb. 16.—The research associate of the American Society of Steel Treating, in co-operation with the United States Bureau of Standards, has just completed the application of a new resistance method of developing a combination of strength and toughness in steel for severe purposes in automobiles and airplanes.

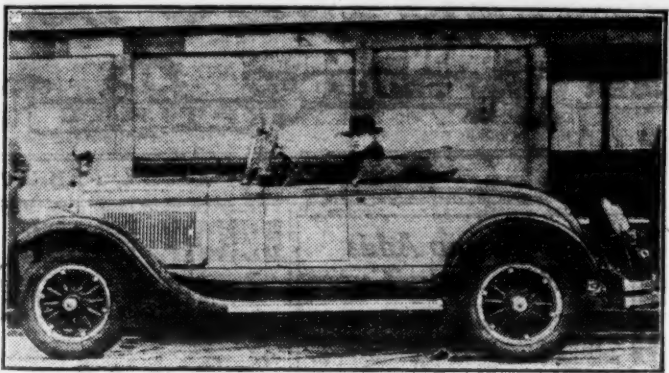
## NEW TRAFFIC SYSTEM IN DETROIT WINS APPROVAL

Special from A. D. N. Detroit Bureau  
Detroit, Feb. 16.—After preliminary tests the new downtown traffic loop in Detroit, with electrically timed "stop" and "go" signals, is declared by traffic officials to be a success. A master timer, the whole device being about the size of a traveling bag, controls 138 signal lights in a district bounded by Jefferson on the south, St. Antoine on the east, Columbia on the north, and First on the west.

## UNITED MOTOR SERVICE SHOWS SUBSTANTIAL GAIN

Detroit, Feb. 16.—Ralph S. Lane, president United Motors Service, Inc., reports that the company's business for January, 1926, was 18 per cent. above the 1925 figures. "Not only was January a good month," says Mr. Lane, "but every indication is that 1926 will continue to be an exceptionally good year. Our survey indicates that general business conditions are favorable and we look for volume business."

**ROYALTY TAKES TO CHRYSLER.** Prince Paul of Greece and Denmark in his recently purchased Chrysler 80 roadster. Burnstine Motor Sales, Chicago, made the sale.



## Pine-to-Palm Trip Coming to Close

Chicago, Feb. 16.—The Pine-to-Palm motoring expedition, made up of citizens, municipal and government officials of Winnipeg, Canada, is on its last lap on the return journey. The caravan was entertained in Chicago last week by the Chicago Association of Commerce.

Consisting of more than 100 passengers, the cavalcade left Winnipeg on January 23 for New Orleans, having been entertained en route by motoring bodies and commercial associations. Among the prominent Canadians with the expedition are W. R. Crubb, minister of public works for the province of Manitoba; J. E. Lowry, commissioner, Manitoba governmental telephone system; J. W. Ackland, official representative of the Canadian Manufacturers' Association; Col. R. H. Webb, D. S. O., the Winnipeg mayor, and representatives of the Board of Trade of that city.

The tour is for the purpose of demonstrating that the north and south highways of the central part of North America are all-year-round roadways, and that the people of Manitoba are interested in giving evidence of their neighborly feeling toward the people of the United States.

The Jefferson Highway, over which the tour is being made, extends from Winnipeg to the Gulf of Mexico, a road distance of 2,194 miles. A traveling schedule of thirty miles an hour was maintained. The northern part of the return tour is being made for the most part over snowbound roads.

## SURVEY SHOWS TOTAL OF 352 REFINERIES RUNNING

Special from A. D. N. Washington Bureau  
Washington, Feb. 16.—There were 509 refineries in the United States on January 1, of which 352, with a capacity of treating 2,560,000 barrels daily were being operated; while 157, with a total capacity of 290,000 barrels daily, were shut down. G. R. Hopkins, petroleum economist of the United States Bureau of Mines, announced today.

A similar survey made by the bureau as of January 1, 1925, showed a total of 541 completed petroleum refineries, with a total daily capacity of 2,827,000 barrels, and six refineries, with a total capacity of 37,000 barrels a day, under construction.

## U. S. EXPORTS MANY CARS TO PHILIPPINES IN 1925

Special from A. D. N. Washington Bureau  
Washington, Feb. 16.—The past year's export trade with the Philippines maintained a steady pace, gaining \$1,543,000 over 1924, the Far East Division of the Department of Commerce announced today. American automobiles numbering 4,290 and valued at \$2,890,000 were imported during the year, the report states.

Austin, Tex., Feb. 16.—During the year 1925 142,618 more automobiles were registered in Texas than in 1924, according to figures just made public. In the former year 837,445 cars were registered as against 979,683 for 1925.

## FEB. SHOW MONTH IN CALIFORNIA

Los Angeles Exhibit  
Moved Forward  
From November

By JOHN C. WETMORE

**L**OS ANGELES, Feb. 16.—February, due to a revolutionary shake-up in exhibition dates, has become automotive show month for California.

San Francisco's show, which is generally recognized as being really a Pacific region exposition, was this year shifted from the last to the first week of the year's shortest calendar month, being held coincident with the Chicago show, instead of following it by a fortnight as formerly.

The motor car exhibition of the Los Angeles Automobile Dealers' Association has been moved forward from November to Washington's Birthday week. It will raise its entrance flaps on Saturday, February 20, and thus become practically a California counterpart of Boston's spring opening. As such it is expected it will be a big selling show, appealing to home folk's wholly, rather than to early-coming winter sojourners in part as formerly.

There have been, though, this month more important happenings to the California automotive industry in particular and business in general than mere motor shows. Full of promise as was San Francisco's show, and bright as are the sales prospects of the Los Angeles spring exhibition this time Dame Nature, always so kind to Californians, came to their rescue in the person of the Rain God and soaked the thirsty soil with golden showers that literally rained dollars into the coffers of Golden State business men.

In four days it poured seven inches of water into the Northland and four inches into the Southland, raising in a single blessed storm the rainfall of each above the normal seasonal total of eleven inches. For weeks the whole state had been blue and apprehensive of a ruinous winter drought until the rain came with its assurance of full crops and changed pessimism to optimism. Many northern county dealers actually near the end of their financial rope had not the price of a trip to San Francisco; but with the coming of the rain there was a rush to the railroad ticket offices that soon thronged the auditorium with them and at once began to boost the wholesale order books of the state and district sales managers.

It was my first visit to a San Francisco show. I had long heard even back East of the decorative beauties of these annual automotive exhibitions promoted under the management of our old "Eastern" Denver friend, George A. Wahlgreen, who dates back to Cycling West and Motor Field publishing days. George began at once to apologize to me for decorative economies due to his having spent most of his extra money to bring Paul Whiteman and his band across the continent from New York to satisfy present Far Western cravings for jazz.

It was a good move from an attendance standpoint and George is a showman, every inch of him. Rain or no rain, aisles and booths were always crowded during concert hours with open-mouthed and eared listeners. There was big retail selling, too.

The Los Angeles show will again be a show under canvas. Three monster tents will house it. Up to the last moment it had been expected that the new Shriners Auditorium would be of adequate size for the show to be held indoors. But it wasn't unless there was a separate display of accessories and motor trucks in another building, which was utterly impracticable.

## Fulford Speedway Race Events Ready

Fulford, Fla., Feb. 16.—Present indications are that practically the entire operating personnel of the Indianapolis motor speedway, the world's greatest racing plant, will be brought here to handle the running of the opening race of the Fulford speedway on February 22.

Technical details of the race will be in charge of Eddie Edenburn, veteran American Automobile Association representative.

Chester S. Ricker, a mathematical wizard, will be in charge of the scoring.

T. E. (Pop) Myers, general manager of the Indianapolis speedway, will come, bringing with him the famous electrical timing device used at the Hoosier Oval. It will be operated by Odie Porter, who has timed the Indianapolis event for years.

The first Fulford race is a 300-mile event for \$30,000, added purses, the cup donated by Carl G. Fisher, and points in the 1926 A. A. championship contest.

## LATE RUBBER MFR. LEAVES SUM FORMEMORIAL SCHOOL

Trenton, N. J., Feb. 16.—Joseph Oliver Stokes, president of the Thermoid Rubber Company and treasurer of the Joseph Stokes Rubber Company, who died at his home in Brentwood Park, West Los Angeles, Cal., recently, willed his residuary estate of \$1,000,000 to the city of Trenton to erect a school in memory of his son, Joseph Oliver Stokes, who died while a student at Princeton University. Mr. Stokes also left 2,500 shares of stock of the Thermoid Rubber Company to his nephew, Robert J. Stokes, secretary of the concern. He also left 250 shares of rubber stock to three other nephews. The \$1,000,000 is to go to the city of Trenton for the memorial school at the death of Mrs. Stokes.

## MISSOURI AWARDS FIRST OF 1926 ROAD CONTRACTS

Kansas City, Feb. 16.—The first contracts in Missouri's 1926 road building program of \$25,000,000, have been awarded by the State Highway Commission.

Contracts totaling \$1,635,744 have been awarded on several projects in different parts of the state. Additional contracts will be awarded soon.

## SPARTANBURG PLANS SHOW

Spartanburg, S. C., Feb. 16.—An automobile show, to be staged here February 22, 23 and 24, has been planned by the dealers of this city.

The show will be held in the Cudd Building on West Main Street, formerly occupied by the Thompson Motor Company.

## ADVERTISEMENT

Every 2 1/4 seconds, somewhere in the world, some one buys a Dunlop Tire.



# Salesmanship Analyzed By N. A. D. A. Officials

MINNEAPOLIS, Feb. 16.—"Salesmanship is 80 per cent. hard work, but the other 20 per cent., if used for analysis and study, will more than double results."

This was the statement of D. H. Bullock, sales expert of the National Automobile Dealers' Association, in addressing a joint meeting of 200 advertisers and sales managers here. A. R. Kroh, merchandising expert of the National Automobile Dealers' Association, also spoke.

"The sales problem must be analyzed and carefully studied if the best results are to be obtained," Bullock declared.

"There are five chief factors which motivate the sale. These are the monetary gain, the utility of the object, the pride of ownership, caution and the yielding to weakness. - By analyzing your proposition under these five heads a greater measure of success may be obtained. No sale is made on logical reasoning or the value of the goods alone. A desire on the part of the prospective purchaser for the particular goods must be aroused by the salesman."

"Business has reached a stage where intelligent and original thinking is necessary if a sound basis for an enduring prosperity is to be built," Kroh declared. "Too many businesses allow their thinking to be done by outside institutions, with the result that they are content to be dependent on second-hand information rather than on an accurate analysis of their own regarding business prospects."

"What is needed for continued success in business is an accurate first hand knowledge of conditions as they exist in the field. The wild expenditures brought on by the war gave ingress to a number of unethical business practices, which must now be wiped out if industry is to continue to be prosperous."

"In the long run, successful selling and ethical selling are identical. We must put principle back into business and principal will take care of itself."

Mr. Kroh declared that an important factor in success is intelligent advertising in the territory in which the firm operates.

## WAYNE COUNTY OFFICIALS DISCUSS SAFETY WEEK

Special from A. D. N. Detroit Bureau  
Detroit, Feb. 16.—At the invitation of the Detroit Automobile Club representatives from sixteen municipalities in Wayne county met Wednesday noon at the Hotel Tuller to discuss plans for the county's Safety Week, to be held from March 15 to March 20. About fifty were present.

## New Dealers

### STAR-DURANT

New York, Feb. 16.—The following automobile merchants have recently taken over the sale of Star products:—

Arkansas: J. D. Treese Motor Company, Marshall.  
Canada: J. A. McCracken, Elk Lake.  
Ontario: Omer Mahon, Embrun, Ontario.  
Northern Garage, Cobalt, Ont.; Leo Wildgen, Chatham, Ont.; R. H. Louch, Wyoming, Ont.; W. H. Armstrong, Port Hope, Ont.; A. McCabe, Durham, Ont.; George Mahr, Fort Saskatchewan, Alb.; Oxley & Holt, Innisfail, Alb.; A. B. Hay, Irricana, Alb.; E. A. Sharman Company, Blackie, Alb.; Lamont Garage, Lamont, Alb.; Smith Bros., Lethbridge, Alb.; Gordon Parsons & John Anderson, Red Deer, Alb.; Giroux Bros., Ltd., McLennan, Alb.; Eric Albert Nelson, Mayerthorpe, Alb.; H. Rustand, Wainwright, Alb.; Woodley R. McMahon, Westlock, Alb.; Richard Speakman, Stoney Plain, Alb.; W. Norton, Sinclair, Man.; Metcalfe & Booth, Treherne, Man.; James Tadgell, Bowman, Man.  
Idaho: Auto Sales Company, 76 North Main St., Blackfoot.  
Indiana: North Side Garage, Pinelake & Truesdell, LaPorte.  
Kansas: Herman Erbert, Ellis; Anthony Motor Company, Anthony.  
Missouri: Baker Motor Company, Mountain View.  
North Dakota: Kahle & Kortie, Vegaas, Ohio: C. F. Snelter & Sons, 814 Factory St., Dover; Dueser Avenue Motor Company, Canton; Stephen Auto Sales, Baltic.  
Oklahoma: Crawford Motor Company, Holdenville; J. W. Cherry, Warwick; Highway Garage, Coweta.  
Texas: Thurman Motor Company, Chillicothe; Allison Motor Company, Marshall; Beakow Motor Company, Gorman.  
Virginia: P. W. Wells, Urbanna.  
Mexico: De Sada Hnos, Torreon.

## SHOW FAILS TO RETARD SALES

Kansas City, Feb. 16.—The usual slowing up of new car sales before the Kansas City Automobile Show has been less noticeable this year than ever before, according to motor car dealers who are reporting business as 20 to 50 per cent. better than a year ago.

The Missouri Valley Auto Company, Chrysler dealer, sold a half more motor cars than it did before the two weeks before the motor show last year, according to M. C. Riordan, retail sales manager, while H. R. Bishop, sales manager of the Greenlease Motor Company, Cadillac, says sales were "more than 40 per cent. better."

Chester Dahl of the Dahl Chevrolet company, Chevrolet dealer, says pre-show sales were 50 per cent. better than a year ago and the Reo Motor Company, Reo factory branch, reports fourteen sales in the first nine days of February, a record for this season, a company official said.

The Nash-Levy Motors, Nash-Ajax dealer, sales are more than 20 per cent. better than this time last year and the Studebaker Riley Company, Studebaker dealer is "having all the business we can handle," according to A. F. Taylor, general manager.

Dealers continue to see record sales for the next few weeks and for the first half of the year at least.

## MILWAUKEE

Milwaukee, Wis., Feb. 16.—New car sales in Milwaukee, unaffected by any pronounced local conditions or outstanding dealer activities during the week continued to show a noticeable increase over sales during the corresponding period of 1925, according to local dealers. The demand was slightly better than during the week ended February 5, but the increase in sales of new cars has been steady since the beginning of the year.

A number of Milwaukee dealers are predicting difficulties in meeting their deliveries a little later in the spring, for although factories are turning out new machines at an enormous rate, they say that sales for spring delivery to date have been sufficiently heavy to indicate that the supply will hardly meet the demand when the busiest buying season of the year opens.

## Used Cars Coming Into Demand Again

Topeka, Kan., Feb. 16.—The slump in demand for used cars is disappearing here and the trade is being brought up to normal, with prospects of going to new heights before more than a few weeks are past. Prices are being cut, but only to a proportionate ratio with the decreases on the various models.

The supply is heavier than this time last year by reason of a heavier demand on the part of car owners for the new models, who are not hesitating to accept the much lower turn-in value offered by the dealers.

"Prices have nothing to do with it, when the cars are right," said W. L. Porter, used car dealer. "This is the time of the year when the used car demand is always heavy, but it's heavier now than I've ever seen it."

**TWO DIANAS.** Lady Diana Manners, famous titled actress, had this new Diana de luxe four sedan placed at her disposal recently, while in Chicago, through the courtesy of the Moon Motor Car Company. This straight eight model is finished in a two-tone color combination of olive green and black.



## With the Distributors

### SALES MEETING

San Antonio, Tex., Feb. 16.—The first of a series of monthly sales meetings was held in the offices of the Jordan-Ivers Motor Company of this city recently. This meeting was a new plan to create greater selling initiative among the salesmen of this firm, and was very successful in every way. J. A. Ruble, a new-car salesman, gave an address on "How to Find a Prospect and Analyze Him" and John Ford, truck salesman, gave an address on "Co-operation With Salesmen and the Public, and Tools to Work With."

### STUTZ DISTRIBUTOR

Denver, Col., Feb. 16 (U. T. P. S.).—W. H. Klett, district representative for the Stutz Motor Car Company of America, Inc., has been in Denver for several days aiding in the organization of the Stutz Sales Company, which has opened head-

quarters at 1134 Broadway. The new concern will be distributor for the Stutz car in Colorado, Wyoming, New Mexico and western Nebraska.

### ADVERTISING CAMPAIGN

Waco, Tex., Feb. 16.—An extensive advertising campaign is being carried on in this city by E. F. Rudrauff and E. E. Anders, factory representatives of the Olds Motor Company. The campaign is understood to be a move preparatory to the selection of an Oldsmobile dealer for Waco. The city now has no dealer for these cars.

### LARGE SHIPMENT

Santa Ana, Cal., Feb. 16.—Harry D. Riley, Studebaker distributor for Orange county, recently received a shipment of Studebakers valued at \$100,000. The shipment was the biggest single lot of automobiles ever shipped into the county.

## Ships Used Cars And Sells Them

Grand Forks, N. D., Feb. 16.—Success in shipping in new cars and selling them is common in North Dakota, but it has remained for the Peterson Auto Company of Grand Forks to make a success of shipping in used cars and distributing them. Today, the Peterson Company sells as many used cars as many of the larger dealers do new ones, and they claim to be the only exclusive used-car dealers in the state.

The business started with the birth of an idea, as have other successful businesses. That the idea was a good one is evidenced by the fact that the company has sold more than 150 shipped-in used cars in the past year.

V. A. Peterson, proprietor, was formerly a bank teller. As such, he saw money change hands for used cars that were taken in as part payment on new ones. But North Dakota people run their cars a long time before they turn them in for new ones, and there was dissatisfaction among purchasers at the service left in such used cars.

Peterson saw and thought, then decided on an experiment. With other capital thrown in with his own, he went to Minneapolis, where style rather than long use is the demand in autos and where used cars are turned in after comparatively little use. He bought a consignment of used cars, and found that they were in great demand for re-sale. From that beginning has grown the present business.

## NO. DAKOTA 1926 SALES DOUBLE THOSE OF 1925

Bismarck, N. D., Feb. 16.—Nearly twice as many new automobiles were purchased in North Dakota in January 1926, as in January 1925, records in the office of the motor vehicle registration department show. In January of last year 1,484 passenger cars were listed and in January 1926, 2,532 were registered.

for Economical Transportation



"—1926 Will Be Greatest Chevrolet Year  
Ever Known!"

January 23, 1926.

CLEVELAND, OHIO

"Mere words are inadequate to express the sterling qualities of Improved Chevrolet. We know that 1926 will be the greatest year thus far ever known in marketing Chevrolet automobiles. Elaborate world wide advertising which you are doing and the consistent follow-up by dealers and salesmen spell success."

THE FRANKEL CHEVROLET CO.

This is No. 10 of a series of telegraphic reports on the reception of the Improved Chevrolet by dealers and public.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Q U A L I T Y A T L O W C O S T



## MACK BUS SAFETY DEVICES WILL BE DEMONSTRATED

New York, Feb. 16.—Approval by the New York State Bureau of Motor Vehicles of the International Motor Company's national safety and courtesy campaign among bus and truck drivers came about indirectly recently through an invitation to exhibit the safety features of Mack buses at the forthcoming Safety Congress at Albany, March 11-13.

Another matter which will be brought to the attention of visitors at the Safety Congress in March will be the Mack safety and courtesy campaign among bus drivers, which, according to A. F. Masury, vice-president, is receiving nationwide attention. To date almost 300 bus and truck drivers have signed their intention to live up to the agreement by signing it of their own free will before a notary public.

**When You Sell  
SUPERIOR SPRING COVERS**  
you'll get profit in satisfied customers  
as well as in dollars and cents!  
**LET US TELL YOU WHY**  
**SPRING EQUIPMENT CORP.**  
115 W. 63rd St., New York, N. Y.

## NEW STORE IN OHIO CHAIN

Columbus, O., Feb. 16 (U. T. P. S.).—The Meisel Tire Company, which is owned by H. P. and E. J. Meisel, will open a tire store here in the near future dealing in Goodrich tires exclusively. N. H. Kasal will be manager of the store, which is one of a chain throughout Ohio. A new twelve-payment plan is offered to customers. A guarantee to keep all tires in repair for six months is given with each sale.

## HOSPITALS REMEMBERED IN WILL OF RUBBER MFR.

Trenton, N. J., Feb. 16.—Mercer, McKinley and St. Francis hospitals in this city are bequeathed \$10,000 each in the will of George R. Cook, president of the Aeme Rubber Company, Combination Rubber Company and the Hamilton Rubber Company, who died recently at Camden, S. C. He also left \$25,000 to the New Jersey Children's Home and \$10,000 to the Camden, S. C. Hospital. The balance of his estate, which is said to be about \$3,000,000, was left to his widow and three children.

## Spring Dating Aids C.&L. Tire Business

Seattle, Feb. 16.—Spring dating in tire selling has proved successful in placing C. & L. tires with dealers, according to Manager E. J. McCarthy of Chanslor & Lyon Company, manufacturers of this tire.

"Tire business has been very good with us," said McCarthy, "and spring dating has been a factor in the company, exceeding the quota in this territory."

Tire dealers are actively going after the business in the Northwest, and several of the larger outfits report good business. A few are using the easy payment plan to stimulate business, while others are liberal in trade-in allowances. Distributors have good stocks on hand and are satisfied with conditions and the outlook for sales as spring approaches.

The C. & L. tire factory is located in Los Angeles. Last year the only balloon tire made was for Fords. But this year molds have been added for a complete line of balloons. Replacement of balloons is just now becoming a sales factor in the Northwest.

## Price Cut Has Varied Effect on Sales of Tires

NEW YORK, Feb. 16.—Reports from the manufacturers of the cut in tire prices were variously reflected in sales, according to returns from dealers in some of the large industrial centers, as shown in the following survey:—

### EVANSVILLE STILL QUIET

Evansville, Ind., Feb. 16.—Despite the reduction in price and the resumption of spring datings by the manufacturers, tire distributors here reported little change in sales conditions for the week ended February 6 as compared with the preceding week. Opinion is divided as to their influence on local business.

"Price distortion up or down hurts business," said George F. Ahlberg, manager of the Auto Tire and Rubber Company, General Cord and Kelly-Springfield distributor. "It develops a feeling of uncertainty. The public begins to look for further declines."

The spring dating and price reduction as yet have made no marked difference in sales totals, according to R. A. Majors, manager of the local Goodyear dealership.

"I expect to see a good increase in about ten days," said Fred Kixmiller, president of the Kixmiller Tire Company, Firestone distributor. "The announcements will certainly boost business." Lee tire sales, according to Charles Brown, manager, showed a 100 per cent. gain over the preceding week.

### MILWAUKEE SALES GOOD

Milwaukee, Feb. 16.—Milwaukee tire dealers did a good winter business during the week ended February 8, and continued to enjoy an increase in business which began more than two weeks ago. Driving conditions, made perilous by rains and wet snows, have necessitated the use of good tires, and were responsible for a part of the good business which the Milwaukee dealers have been enjoying.

Dealers here and throughout the Wisconsin territory have done considerable buying of spring stocks during the last week. The purchasers express their confidence in a heavy business this spring.

R. E. Lee of the Times-Square Tire Company, John C. Zeman of the Standard Radne Rubber Company, Henry Miller of the Gross Company, H. A. Runke, Federal Tire dealer, and other tire men were agreed that the demand for tires at the present time is much better than it was at the same period a year ago. Some of those interviewed reported better business than during the previous week which was one of the best weeks since fall.

Balloons continued a favorite over high pressure tires on passenger cars, while they were less in demand for cars used in business. Truck tires sales were heavier than during the previous week, dealers said.

### Cut Helps in Topeka

Topeka, Kan., Feb. 16.—Tire men here declare the announced reduction in tire prices has done more to hold up business than any one other thing.

While business for the past two months has been better than the average for winter months it was

because of an expectation of higher costs. The price cut coming unexpectedly here had the effect of almost stopping the demand until the new prices can be posted by local dealers.

### K. C. MOTORISTS WAIT

Kansas City, Feb. 16.—That tire price reductions announced a few days ago have made the buying public "leery," is the view of dealers here who say sales have dropped off slightly the last week. Belief that there is a possibility of further reductions is given as the cause. However, dealers say business is far ahead of this time last year with the outlook never better.

L. L. Pontius of the City Tire Company, handling Dunlop and Lee tires, says business, while showing some adverse reaction to the drop in prices, is much better than a year ago. "I won't put it on a per cent. basis, but this is the first winter in four years that we have made money," Pontius said. "We usually lose money in the winter, but this year we are showing a profit. The outlook is good for an exceptionally big spring business."

William H. Brier of the Quick Tire Service, Inc., handling United States tires, the first company to cut prices, says business has slowed down the last few days, but that on the whole everything is satisfactory. Balloons, he says, now make up 75 per cent. of his sales. Repair business is the best in the company's history.

George J. Casper of the Cornell-Casper Tire Company, says sales the last month are double those of a year ago, but that the price cut has made the public uneasy. L. G. Mellinger of the Mellinger Tire and Rubber Company says the company's wholesale and retail business is showing a steady gain each month.

### SPECIAL SALES IN WACO

Waco, Tex., Feb. 16.—Price-cutting tests have characterized the tire situation in Waco for the seven days ended February 12. Sales for the week were slightly ahead of the same time in 1925, this being due to the sweeping sales which have been launched by some of the largest local tire houses.

The Hicks Rubber Company recently made a 15 per cent. cut on all stock in the house. The Brown Tire Company, Goodyear dealer, was next with a cut, and it was followed by the Allen-Morrow Company, Kelly-Springfield, General and Firestone dealer, and others.

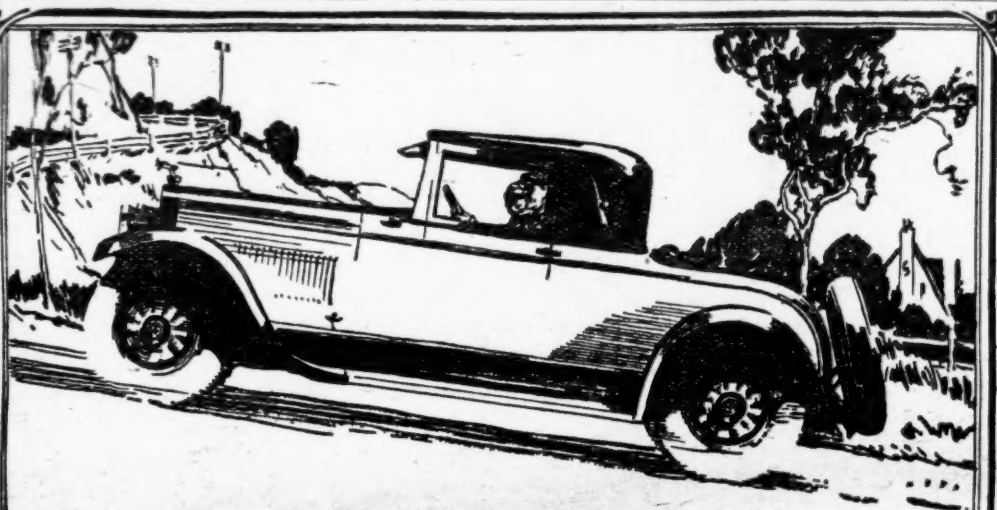
Balloon tire sales are constantly on the increase, according to Gay C. Brown of the Brown Tire Company. These now constitute about 50 per cent. by volume, of the sales of this company.

A building boom which is apparently about to start in this city has caused tire dealers to be more optimistic than is generally the case following a bad crop year.

## A.C.S. Rubber Div. To Meet at Akron

Akron, O., Feb. 16.—Between 150 and 200 chemists are expected to attend the meeting of the rubber division of the American Chemical Society, which will be held in this city February 22 and 23, according to R. P. Dinsmore, Akron section chairman.

Rubber chemists from all over the country are expected to attend these technical sessions, which will be devoted to many phases of rubber research work. The meetings will be held at the Firestone clubhouse, and luncheon Monday, followed by a banquet in the evening, is included on the program.



## As Beautiful As It Is Wonderful In Performance

- ☛ You have always known the Rickenbacker chassis—both sixes and vertical 8's—were super-fine in construction and matchless in performance.
- ☛ You did not perhaps, consider the bodies quite up to that standard.
- ☛ There was a reason for that.
- ☛ Like most other automobile manufacturers Rickenbacker in the past did not build, but bought, its bodies. Therefore, could not control the details of workmanship and quality of materials.
- ☛ Recently, Rickenbacker purchased the big (12-acre) plants which built bodies for this and other concerns.
- ☛ Now those plants are devoted exclusively to the designing, fabricating and finishing of Rickenbacker-bodies.

- ☛ Seven types are standard this season—and all conform to Rickenbacker standards of quality—which are the highest.
- ☛ Better cloth is not made than that silk-mohair which now goes into the upholstery of Rickenbacker closed types. Finer leather is not known than goes into the open models.
- ☛ Money cannot buy better springs or other materials—nor does the industry know better craftsmanship.
- ☛ "At last" you will exclaim, when you see the new models—"Rickenbacker bodies are in full harmony with the performance of the chassis."
- ☛ P. S. These chassis are identical with that in which "Cannon Ball" Baker during 1925, made the longest list of road records ever made by one man driving the same car in one year.

**Rickenbacker Motor Company**  
Detroit, Michigan

### Famous "Six" Prices

7 Pass. Phaeton	\$1795
5 Pass. Phaeton	1750
4 Pass. Roadster	1795
5 Pass. Coupe Sedan	1695
4 Pass. Coupe Roadster	1920
5 Pass. Brougham	1895
5 Pass. Sedan	2095
7 Pass. Sedan	2195
4 Pass. DeLuxe Coupe	1995



### Vertical "Eight" Prices

7 Pass. Phaeton	\$2195
5 Pass. Phaeton	2150
4 Pass. Roadster	2195
5 Pass. Coupe Sedan	2095
4 Pass. Coupe Roadster	2320
5 Pass. Brougham	2295
5 Pass. Sedan	2495
7 Pass. Sedan	2595
4 Pass. DeLuxe Coupe	2395

# Rickenbacker

A • CAR • WORTHY • OF • ITS • NAME

—With the—



### CARBURETERS

YOU CAN GET  
Higher Horse Power  
Lower Fuel Consumption  
Easier Starting  
Greater Flexibility  
No Carbon—Monoxide  
30 Days Free Trial  
Desirable Territory Open  
WRITE  
**JUHASZ-CARBURETER-Corp.**  
250 WEST 40TH ST., NEW YORK



## Accessory Dealers Look Forward to Spring Trade

Buffalo, N. Y., Feb. 16.—General auto equipment is in better demand at the present time than any kind of seasonable merchandise in the accessory stores in the Buffalo district. Unseasonable weather for the middle of February has had a rather depressing effect on the accessory trade, although jobbers interviewed admit that dealer buying is on a parallel with this time last year.

Active buying of last month, however, has made accessory jobbers feel the depression of the first two weeks of February. One jobber reports chains still in good demand and another said that lamp bulbs are in better demand than anything else just now.

With collections improving, distributors for the western New York territory expect dealers to place orders for spring merchandise as soon as the weather moderates, which should be within the next ten days at least.

"General automobile equipment is in best demand just now, since this is an off-season for accessory buying," said E. S. Murphy of the Auto Accessories Corporation. "Severe weather has deferred early spring buying; consequently orders are much lighter than at this time last year. With orders for general equipment, however, we have booked business practically equal to the volume of this time last year."

Beals, McCarthy & Ford, accessory jobbers, find bulbs leading other equipment in volume of sales just now. G. F. Evans, sales manager, also reports that dealers are late in placing spring orders. Chains are still in demand.

A. H. Biehl, manager of the Cycle and Auto Supply Company, is of the opinion that business will improve in the next two weeks, when weather moderates. "Dealers are still loaded with winter accessories," he said. "Collections have been poor, and with bad weather of the last two weeks, dealers have not felt much incentive to buy. We feel optimistic, however, and believe that a big improvement is in store for spring."

Mr. Biehl said they are doing a good radio business, which has been a great help during this "off season" in accessories. J. Roy Stains also finds collections slow, and, for that reason, dealers are conservative in placing orders at present. He anticipates, however, a brisk spring business.

### OIL STATIONS IN TENN. TO KEEP CLOSED SUNDAYS

Nashville, Feb. 16.—Alf Leathers, representative of the Standard Oil Company of Louisiana, announces that, in obedience to the decision of the state Supreme Court, applying the Sunday closing statute of 1893 to filling stations, all Standard Oil stations in the state will be closed on Sundays.

## Mayo Opens New Equipment Plant

Dayton, O., Feb. 16.—An enterprise of interest to the garage and maintenance branches of the automotive industry was inaugurated here recently with the opening of the large Mayo Equipment Company plant.

John C. Mayo

This firm has developed a line of equipment intended to bring small shops a number of jobs that ordinarily go to large shops with expensive special machinery. The equipment includes a three-ton demountable wrecking crane, a portable heavy duty press, which weighs but 70 pounds, and an assortment of efficient gear and wheel pullers. Other items are to be added.

At the head of the new firm are John C. Mayo and his associate, Alexander Cameron. Recently Mr. Mayo purchased E. G. Livey's factory and patents outright, disposed of the factory, and established the Mayo Equipment Company in a modern large plant, which is rapidly going into capacity production.

### CORRECTION

In an article by our Paris correspondent he made a statement regarding: "The French makers of a grade of compressed acetylene similar to the old American Prest-O-Lite." This might give the impression that Prest-O-Lite acetylene gas equipment is no longer used. The Prest-O-Lite organization assures us that more of its gas tanks are used for truck lighting today than were sold for both truck and passenger car equipment during the days when this was the only form of lighting used. Prest-O-Lite gas for truck lighting and industrial uses is serviced today by more than 20,000 exchange plants, which are supplied by thirty-six producing and charging plants in different sections of the country.

## YOUNGSTOWN SERVICE DEALERS PICK OFFICERS

Youngstown, O., Feb. 16.—The Youngstown Auto Dealers' Service Men's Association, composed of dealers' department heads, has elected the following officers:—

President, Daniel Vaughn, service manager of the Henderson-Overland Company; William McMahon, vice-president, service manager of the Moss Schreiber Company; secretary, Lester Hendricks, principal of the Y. M. C. A. Trade School; J. J. Marquard, assistant secretary, service manager for the H. F. Black Company; treasurer, C. P. Deed, service manager for the F. B. Smith Company.

## TRADE QUIET IN CHICAGO

Chicago, Feb. 16.—The usual mid-February quiet is in force here at the present, according to reports made by accessory dealers.

Although not much business is being done, last week was about the same as in 1925, and the prospects the that toward the end of the month things will be more lively.

"Last week held in its own with the second week in February of 1925," said E. S. Sindelar, sales manager of Beckley.

Ralston. "All our accounts are in fine shape." A slight slump last month over that of last year was reported by J. F. Urbanus, sales manager of the Harry W. Cooper Company. It is not, however, enough to be noticeable, he said.



### TRUNKS For All Cars

Quick service from stock for all standard automobiles. Ask for our proposition.

Weisman Luggage Mfg. Corp. Syracuse, N. Y.



# Does a powerful car thrill you? Then drive this PEERLESS

A SINGLE ride in the Peerless Six-72, and you'll admit that here's a combination of power and smoothness you never thought possible in any car at any price.

Absolutely free from vibration! Smooth as only the burly seven-bearing, large-diameter crankshaft can make it. Light, reciprocating parts are balanced to a nicety.

Amplly powerful to meet any possible emergency! Dependable as only a Peerless can be! Alert! Fleet!

That's the Peerless Six-72—a car developed to a point of fineness never before reached in a six cylinder car—a car adjudged everywhere "the best Six in the world." Big—roomy—comfortable—yet graceful in lines—as beautiful a car as you've ever seen.

Peerless Lockheed Hydraulic four-wheel brakes assure a safe, smooth, skidless stop—always!

See this Peerless. Ride in it. A phone call will bring this fine car to your home or office for you to drive.

PEERLESS MOTOR CAR CORPORATION, CLEVELAND OHIO

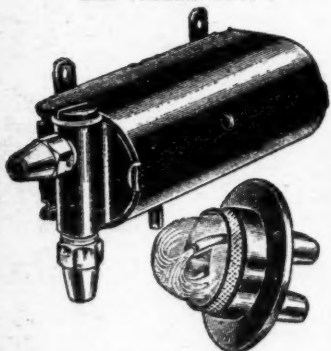
Peerless has ALWAYS been a good car

Manufacturers also of the 90° V-type Eight and the Remarkable Six-80

## New Automotive Equipment

This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

Zim Vacuum Oiler

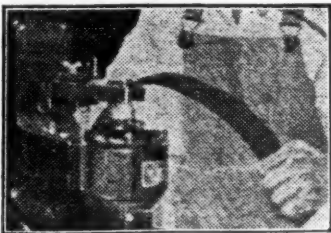


The Zim Manufacturing Company, Chicago, is marketing a vacuum oiler for Fords, which it claims, insures thorough lubrication under all driving conditions provided there is the necessary amount of oil in the crank case. The oil flow is visible in glass mounted on the instrument board of the car.

If the flow through the glass is interrupted, the driver knows that the oil is below the lower petcock and that more oil should be added.

Retail price—\$6.50.

Drilling and Counter-Sinking Machine



The Thermoid Rubber Company, Trenton, N. J., is producing a Thermoid Drilling and counter-sinking machine for the trade. It is electrically operated and drills and counter-sinks with a speed and accuracy unattainable by hand methods, it is claimed. The automatic action of the finder enables the operator to keep both hands on the brake band at all times.

### IN FLORIDA

Evansville, Ind., Feb. 16.—William Johann, president of the Johann Manufacturing Company, bus body builder, is in Florida where he has building interests.



The Powerful Six-72

Prices \$1895 to \$2695 (F. O. B. Factory)



# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by  
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,  
25 City Hall Place, New York, N. Y.

DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING. EMPIRE 3506

Entered as second-class matter August 27, 1925, at the post office at New York, N. Y., under the Act of March 3, 1879.

O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

WEDNESDAY, FEBRUARY 17, 1926

Advertising Headquarters—1926 Broadway, New York, N. Y. Telephone Trafalgar 4506.  
Harry A. Tarantous, Advertising Manager. George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager, 168 North Michigan Ave., phone Central 5936, Chicago, Ill. Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal. Lincoln Building, Los Angeles, Cal.; 1937 Henry Building, Seattle, Wash.  
Address ALL advertising correspondence for New York office to 1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.  
Telephone Franklin 3906.

Alexander Johnston, Editor; Conrad J. Alexander, News Editor; Walter Boynton, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C. Wetmore, Clyde Jennings.

## SUBSCRIPTION RATES

United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.  
Single copies, 10 cents.  
Foreign subscriptions: One year, \$15.00. Six months, \$7.50.

Copyright, 1926, Automotive Daily News Publishing Corporation.

## Closed Car Growth

ONE of the most consistent tendencies in motor car development during the past few years has been the drift from the open car to the closed model of various types. It has been claimed that the Ladies, God bless 'em, have been largely instrumental in this, because they readily realized the superior comfort and protection afforded by a closed car. At any rate, the tendency has been steady and consistent. In 1919 we find from records of the National Automobile Chamber of Commerce that the percentage of closed cars manufactured was 10.3. In 1920 it rose to 17 per cent. and in 1921 to 22.1. The year 1922 witnessed a big jump when the percentage rose to 30 and 1923 saw it climb to 34. In 1924 it reached 43 per cent. and 1925 climbed over the 50 per cent line.

All this proves simply that the closed car was a logical development, winning its way by merit from nearly nothing to a majority, which will certainly become a generous majority during the present year.

If any testimony were needed to indicate the eventful supremacy of the closed car it can be found in the recent Ford price cut, when generous slices were cut off the prices of tudor and fordor sedans while increases were registered for the open models. A statement from the Ford company ascribes "the new price level to the trend of closed car buying which has been rapidly developing." Further the statement says: "This trend has reached such a high point that manufacturing economies have been affected, the benefits being passed on to purchasers." It would be interesting to know exactly what percentage of Ford cars are now in closed models.

## Equipment at the Shows

WHEN the 1927 automobile shows roll around to strut their brief weeks in the center of the automotive stage, trade visitors are going to find an innovation that ought to prove a popular one. The National Assembly of Show Managers has arranged with the Automotive Equipment Association and various other organizations to gather a complete exhibit of shop equipment to be shown at the shows. This year the shows at Philadelphia, Cleveland, Detroit and Milwaukee had a section devoted to shop equipment in active use. Not only were dealers interested in this phase of the show, but the general public liked it, too.

This brings up another thought. If the general show-going public likes to watch repair and replacement operations being carried out, why not turn this new exhibit section of the shows into an educational feature? The general public could be taught just what work is involved in major repairs and the lesson could be driven home that it is wise to patronize only shops that are properly equipped to carry on the work they pretend to do. In this way the dealer would benefit not only in being able to inspect the latest in shop equipment, with a probable eye to installation in his own plant, but would reap the benefit of having the car owning public instructed in the importance of equipment in cutting down time and consequently cost in repair work.

An English educator recently told one of his classes that "brains and muscle not only win games, but the bigger game of life as well." That tut! Over here we know that it takes a combination of brains, muscle and horsepower.

Los Angeles is considering the passing of an ordinance which it is hoped will cut down the deaths from carbon monoxide gas. If the Los Angeles statute works a cure, every other community in the country may well follow an excellent example.

## PERMANENT ROADS PAY FOR SELVES

### State and County Figures Bear Out Claims

By H. COLIN CAMPBELL

The theory of a few years ago that highway pavement is a paying investment for the public is being thoroughly substantiated by an avalanche of actual cost reports that are being released. Records kept by states and counties reveal interesting facts about maintenance of gravel, macadam and paved roads.

During 1924, Minnesota kept accurate record of the maintenance cost of its highways and found that gravel surfacing of roads was an expensive luxury. Below is given the comparison of upkeep costs between a gravel and concrete road:

	Highway No. 3 paved	Highway No. 1 gravel
Depreciation	\$220	\$40
Interest on investment	1,296	256
Maintenance or upkeep	162	274

Total annual cost per mile \$1,678 \$3,101

The difference in upkeep cost is \$1,423 per mile per year in favor of concrete—yet the gravel road carried only half the traffic to which the concrete road was subjected!

Waukesha county, Wisconsin, has some striking figures which indicate that the construction of a system of 129 miles of concrete-road in four years has cut county road maintenance costs 66 per cent., or from \$72,033 to \$24,156, in spite of rapidly increasing traffic. Here are the figures:—

Year	Mileage of Concrete	Maint. Cost All Roads
1920	6	\$72,032.85
1921	56	53,500.90
1922	103	26,337.20
1923	129	24,155.98

The sum saved each year in county road upkeep costs amounts to \$47,876.87; quite a tidy sum in the finances of one county.

Massachusetts records for 1921 reveal that concrete cost that State an average of \$140 per mile for the year; while gravel cost \$990 and waterbound macadam \$1,350 per mile.

Maryland has found that concrete roads cost it \$400 per mile per year for maintenance, while bituminous macadam which requires re-oiling each two years costs \$1,000 per mile, and gravel roads which had been neglected cost \$1,800 per mile per year. These figures include all work on shoulders, ditches, white-washing, fencing, etc., on all types.

New York, the Empire State, compiled interesting figures about its roads during 1918 to 1922. For these four years it found that first class concrete costs but \$80 per mile per year to maintain; brick cost \$174; waterbound macadam, \$615; and gravel, \$622.

Every one of these states has proved to itself through its own experience in upkeep costs that it pays to build roads of a rigid, level, permanent material.

To January 1, New York had 2,794 miles of concrete; Minnesota, 520 miles; Massachusetts, 228.9 miles; Maryland, 966 miles. Wisconsin has 1,921 miles of concrete, of which 150 are in Waukesha county.

## WISCONSIN APPROVES NEW INSURANCE PLAN

Milwaukee, Wis., Feb. 16.—An auto insurance plan in which the dealer does not share, to apply on automobiles purchased on the deferred payment plan, has been approved by Wisconsin officials. It was announced here today. Both dealer and purchaser are insured under this plan, and a local agent in Wisconsin will receive the entire premium and commission.

No compensation is paid to the dealer. The unpaid portion of the purchase price would be carried by an acceptance corporation which requires that insurance with a specified company be carried on the car.

## Motive Activities in Denmark Increasing

Copenhagen, Feb. 16 (U. T. P. S.).—One of the most striking industrial features of the post-war period in Denmark is the extraordinary demand for motor driven vehicles, not only motor cars, but also cycles and motor boats.

The increased call for motor cars is to a great extent met by one large concern, whose activities are confined to assembling the parts sent over from the place of production. Many of these cars are exported to Sweden and other adjacent countries.

Aside from the assembling of motor cars already mentioned there is a fairly wide Danish motor car building trade; while even larger numbers of men are employed on the construction of internal combustion motors, in which there is a flourishing export trade.

Danish export of automobiles in 1924 amounted to 17,200 cars.

Customs duties, which have been raised on several occasions since the war, are based on an ad valorem and weight calculation combined. Motor cars, chassis and such like articles are not classed separately in the customs returns of imports, being included under

the general head of manufactured metal goods.

Passenger and freight transport by motor vehicles has developed enormously of late years. About 66,000 motor vehicles are now running in the country, of which some 17,000 are cycles and the remainder cars, lorries and buses. The country, being comparatively flat and the system of macadamized highways very extensive, motor traffic has increased under favorable conditions.

There are about 400 motor bus services in operation, these covering at least some part of all the high roads of the country. Plying out of Aarhus alone there are no fewer than thirty-one services, out of Vejle, 28, and from Oden, 27. In several towns public waiting rooms have been opened for the convenience of passengers and petrol stores have been established along the main routes.

This omnibus development has brought the government railroads face to face with keen competition, while large sums have had to be spent on highway improvement and widening. On the other hand trade facilities have been vastly increased thereby; and a large revenue is derived from the special taxation applicable to motor cars and buses, this revenue being devoted to road maintenance.

## AUTO SHIPMENTS TAX NORTHWEST RAILROAD

Chicago, Feb. 16.—The Northern Pacific Railway has just entered the market for 1,000 50-foot automobile cars, it is announced by L. R. Capron, freight traffic manager. The cost of these cars will be about \$2,600,000. Mr. Capron said the Northern Pacific is looking forward to larger shipments of automobiles into the Northwest this year. This is regarded as tangible evidence of the increased purchasing power of this section.

## CHARLOTTE SHOW DRAWS ATTENDANCE OF 30,000

Charlotte, N. C., Feb. 16.—Automobile display week closed here Saturday night, with a record of 30,000 having attended during the seven days and nights of the show, according to figures from the sixteen dealers participating. So successful has been the show

held the past week that the dealers, through the Charlotte Automotive Association, announce that they will continue the show annually on the same plan it was run this time. Dealers state that the show just closed netted them good sales and boosted their prospect lists.

## WANT OHIO ROAD LAWS SIMPLIFIED BY STATE

Columbus, O., Feb. 16 (U. T. P. S.).—Charles C. Janes, secretary of the Ohio Automobile Association, who also holds the same position with the A. A. A., gives notice that the Ohio association will take the lead at the next session of the Ohio Legislature to present a bill which will simplify and revise the present road laws of Ohio.

Mr. Janes said: "Ohio road law now takes up 300 pages of the statutes of Ohio. It is doubtful if lawyers can agree on what they all mean."

## Coming Automotive Events

### FEBRUARY

- 8-20—Geneva, N. Y. Annual Automobile Show.
- 13-20—Kansas City, Mo. Automobile Show.
- 14-20—Des Moines, Iowa. Automobile Show.
- 15-20—Paterson, N. J. Automobile Show.
- 15-20—Logan, W. Va. Third Annual Automobile Show.
- 15-20—Louisville, Ky. Annual Automobile Show.
- 15-20—Indianapolis, Ind. Spring Automobile Show.
- 15-20—Chattanooga, Tenn. Chattanooga Motor Show.
- 15-Mar. 15—Copenhagen, Denmark. Twenty-sixth Annual Automobile and Motor-Cycle Show.

- 16-20—Great Falls, Mont. Eleventh Annual Show.
- 16-20—Peoria, Ill. Automotive Show, fifteenth annual.
- 16-20—Birmingham, England. British Industrial Fair.
- 17-20—Atlanta, Ga. Southern Automotive Jobbers' convention.
- 18-20—Adams, Mass. Automobile Show.
- 18-21—Altoona, Pa. Annual Automobile Show.
- 20—York, Pa. Automobile Show. E. A. Clark, manager.
- 20-22—Albany, N. Y. Automobile Show. J. B. Woods, manager.
- 20-27—St. Louis, Mo. Automobile Show. Robert E. Lee, manager.
- 20-27—Hartford, Conn. Automobile Show. Arthur Fifoot, manager.
- 20-27—Los Angeles, Automobile Show.
- 20-27—Albany, N. Y. Annual Automobile Show.
- 21—Canton, O. Automobile Show.
- 21-28—Omaha, Automobile Show.
- 22-27—Wilkes-Barre, Pa. Twenty-first Automobile Show.
- 22-27—Grand Rapids, Mich. Automobile Show. M. D. Eifin, manager.
- 22-28—Portland, Me. Fourteenth Annual Automobile Show. H. B. Chandler, manager.

- 23-26—Mankato, Minn. Automobile Show.
- 24-27—Rochester, Pa. Beaver County Automobile Show.
- 24-27—Eugene, Ore. Annual Automobile Show.
- 25-26—Montgomery, Ala. Alabama Automotive Trades Association, eleventh annual meeting.
- 26—Huntington, Pa. Automotive Association merchandising meeting.
- 27-Mar. 6—Johnstown, Pa. Automobile Show.
- 27-Mar. 6—Allentown, Pa. Automobile Show.

### MARCH

- 1-2—Springfield, Ill. Illinois Automotive Trade Association, annual convention.
- 1-6—Springfield, Ill. Eleventh Annual Automobile Show. H. W. Stacy, manager.
- 1-6—Evansville, Ind. Fourteenth Annual Show.
- 1-6—Wilmington, Del. Eleventh Annual Show.
- 3-6—Sioux City, Ia. Annual Automobile Show.
- 5—Springfield, Mo. Automotive Equipment Association merchandising meeting.
- 6-13—Boston, Mass. Automobile Show. C. I. Campbell, manager.
- 6-14—Fort Worth, Tex. Automobile Show.
- 7-13—Bethlehem, Pa. Automobile Show. J. L. Elliott, manager.
- 10-13—Saginaw, Mich. Annual Automobile Show.
- 12-18—Oklahoma City, Okla. Automotive Equipment Association merchandising meeting.
- 17-18—Winston-Salem, N. C. North Carolina Automotive Trades Association annual convention.
- 18—Winston-Salem, N. C. National Automobile Dealers' Association Sales Congress.
- 23-25—Washington, D. C. National Conference on Street and Highway Safety.
- 26-27—Bridgeport, Conn. Automobile Show.
- 29-Apr. 3—Detroit, Mich. Second Annual Motor Bus Show.



# Financial News of the Automotive Industry

## LARGE EXPANSION PROGRAM SEEN FOR WHITE MOTOR CO.

Company to Bid for Supremacy in Truck Field, Says Dow, Jones

NEW YORK, Feb. 16.—Developments in the White Motor Company situation during recent months indicate a radical change in policy which bankers interpret as a bid by the company for its former supremacy in the truck manufacturing field, according to Dow, Jones & Co. Certain changes since last summer are cited as indicating that preparations are aggressively under way for marked expansion of operations.

With the recent declaration of a stock dividend of 20 per cent., and the offering to stockholders of 40 per cent. additional stock at \$50 a share, the 500,000 shares outstanding will be increased to 800,000. Through the exercise of stockholders' rights the company will receive \$10,000,000 of additional capital, which will be used for expansion.

The new financing follows a complete reorganization of the company's manufacturing methods at its factories in Cleveland. The plants were closed down for several weeks in the late summer last year while machinery was rearranged and up-to-date equipment substituted for obsolete material. In addition to large savings in cost of manufacturing, the new arrangement will enable the company to speed up production and take care of larger business ahead.

Gross sales last year were \$57,500,000, an increase of \$11,000,000 over 1924. Profits were \$5,250,000, an increase of \$1,166,000. On the entire volume in 1925 the ratio of net to gross was 9.1 per cent. whereas on the additional \$11,000,000 of business the ratio was 10 per cent. Apparently the ratio of profit will gain sharply on increased sales.

White Motor had not made any changes in its capital structure for the past six years. It has no bonds or preferred stock.

## Federal Motor Truck Co. Plans a Large Expansion

Detroit, Feb. 16.—The long-awaited stock dividend of the Federal Motor Truck Company will be declared at a special meeting shortly, according to Dow, Jones & Co. Officials intimate that plans are being considered for listing the stock on the New York Stock Exchange. Any action on the stock dividend or change in capital structure may await the outcome of such plans.

The Federal Motor Truck's statement for 1925 disclosed unit production, gross sales and net profits exceeded any previous year. After taxes and charges, net profits were \$1,234,799, or \$6.17 a share on the 200,000 shares, against \$599,087, or \$2.99 a share, for 1924.

Working capital was increased last year by issuance of \$1,500,000 of six-year serial 5 per cent. debenture notes. Proceeds were used in part to retire bank loans and to finance branch expansion. As of

## Stewart-Warner Has \$29,035,568 Assets

New York, Feb. 16.—The detailed statement of the Stewart-Warner Speedometer Corporation's financial operations in 1925 shows a net income of \$7,544,089 after charges and taxes. This is equivalent to \$12.57 a share on 599,990 no par shares of stock, and compares with \$3,501,107 (excluding the earnings of the Bassick-Alomite Corporation), of \$7.37 a share on 474,990 shares outstanding in 1924. Total assets on December 31, 1925, amounted to \$29,035,568. The balance sheet shows that the good-will item has been written off.

## Steel Average at \$51.38, Unchanged

New York, Feb. 16.—The Dow, Jones & Co. average of eight important iron and steel products was unchanged last week at \$51.38 a gross ton, f. o. b. Pittsburgh. This level is \$2.58 lower than the 1925 high of \$53.96 and 54 cents higher than that year's low of \$50.84. Average of thirteen previous years was \$37.11.

Following is a comparison of current prices with those of last week, the 1925 high and low and the previous average:

	1925 High	1925 Low	1925 Prev. Avg.	1924 High	1924 Low	1924 Prev. Avg.
Hot Rolled Strip	53.96	50.84	51.38	53.96	50.84	51.38
Sheet Pile	53.96	50.84	51.38	53.96	50.84	51.38
Angle	53.96	50.84	51.38	53.96	50.84	51.38
Channel	53.96	50.84	51.38	53.96	50.84	51.38
Beam	53.96	50.84	51.38	53.96	50.84	51.38
Cast Iron	53.96	50.84	51.38	53.96	50.84	51.38
Steel	53.96	50.84	51.38	53.96	50.84	51.38

## STUTZ EXECUTIVES FORM DEALERSHIP

Indianapolis, Ind., Feb. 16.—Articles of incorporation have been filed with the secretary of state of Indiana for the Stutz Indianapolis Company, with a capitalization of \$10,000.

While a majority of directors of the new corporation are executives of the Stutz Motor Car Company, it was announced that the new concern is not a subsidiary of the parent organization. Incorporators are F. E. Moskovics, E. S. Gorrell, R. A. Rawson, Charles O. Roemer, and M. E. Hamilton. Mr. Rawson will continue as manager, a position he has held for a number of years.

## ESTABLISHED NEW LINE

Tokio, Japan, Feb. 16 (U. T. P. S.).—A joint stock company bearing the name of the Rokko Aerial line is being organized by people at Mikage.

## RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE									
Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Net Change	
18 1/2	18 1/2	18 1/2	18 1/2	600	17 1/2	17 1/2	17 1/2	— 1/2	Advance Rumely
18 1/2	18 1/2	18 1/2	18 1/2	10,100	13 1/2	13 1/2	13 1/2	— 1/2	Ajax Rubber
94 1/2	94 1/2	94 1/2	94 1/2	2,400	91 1/2	91 1/2	91 1/2	— 1/2	Allis-Chalmers
110 1/2	109 1/2	109 1/2	109 1/2	100	109 1/2	109 1/2	109 1/2	— 1/2	Allis-Chalmers pf.
34 1/2	34 1/2	34 1/2	34 1/2	1,300	27 1/2	27 1/2	27 1/2	— 1/2	Am. Bosch Magneto
15 1/2	15 1/2	15 1/2	15 1/2	100	15 1/2	15 1/2	15 1/2	— 1/2	Am. La. France
37 1/2	37 1/2	37 1/2	37 1/2	1,100	33 1/2	33 1/2	33 1/2	— 1/2	Briggs Mfg. Co.
49 1/2	49 1/2	49 1/2	49 1/2	500	45 1/2	45 1/2	45 1/2	— 1/2	Chandler Motor
54 1/2	54 1/2	54 1/2	54 1/2	20,300	48 1/2	48 1/2	48 1/2	— 1/2	Chrysler Corp.
108 1/2	104 1/2	104 1/2	104 1/2	100	105 1/2	105 1/2	105 1/2	— 1/2	Chrysler Corp. pf.
12 1/2	12 1/2	12 1/2	12 1/2	3,100	12 1/2	12 1/2	12 1/2	— 1/2	Continental Motors
10 1/2	10 1/2	10 1/2	10 1/2	15,900	42 1/2	42 1/2	42 1/2	— 1/2	Dodge Bros. A.
88 1/2	85 1/2	85 1/2	85 1/2	1,100	87 1/2	87 1/2	87 1/2	— 1/2	Dodge Bros. pf.
32 1/2	32 1/2	32 1/2	32 1/2	7,300	31 1/2	31 1/2	31 1/2	— 1/2	Eaton Axle & Spring
82 1/2	76 1/2	76 1/2	76 1/2	800	78 1/2	78 1/2	78 1/2	— 1/2	Electric Auto-Lite
4 1/2	4 1/2	4 1/2	4 1/2	100	3 1/2	3 1/2	3 1/2	— 1/2	Emerson-Brant
21 1/2	21 1/2	21 1/2	21 1/2	100	18 1/2	18 1/2	18 1/2	— 1/2	Fifth Ave. Bus.
105 1/2	105 1/2	105 1/2	105 1/2	3,100	97 1/2	97 1/2	97 1/2	— 1/2	Fisk Rubber
115 1/2	111 1/2	111 1/2	111 1/2	1,000	113 1/2	113 1/2	113 1/2	— 1/2	Fisk Rubber 1st pf.
42 1/2	42 1/2	42 1/2	42 1/2	2,500	40 1/2	40 1/2	40 1/2	— 1/2	Gabriel Snubber
9 1/2	9 1/2	9 1/2	9 1/2	400	8 1/2	8 1/2	8 1/2	— 1/2	Gardner Motor
131 1/2	115 1/2	115 1/2	115 1/2	64,202	125 1/2	125 1/2	125 1/2	— 1/2	General Motors
115 1/2	115 1/2	115 1/2	115 1/2	3,100	114 1/2	114 1/2	114 1/2	— 1/2	General Motors pf.
105 1/2	105 1/2	105 1/2	105 1/2	2,800	23 1/2	23 1/2	23 1/2	— 1/2	Golden Co.
70 1/2	60 1/2	60 1/2	60 1/2	5,700	63 1/2	63 1/2	63 1/2	— 1/2	Goodrich
109 1/2	103 1/2	103 1/2	103 1/2	400	106 1/2	106 1/2	106 1/2	— 1/2	Goodyear T. & R. pf.
46 1/2	46 1/2	46 1/2	46 1/2	1,000	44 1/2	44 1/2	44 1/2	— 1/2	Hayes Wheel
123 1/2	106 1/2	106 1/2	106 1/2	75,400	114 1/2	114 1/2	114 1/2	— 1/2	Hudson Motor Car
125 1/2	125 1/2	125 1/2	125 1/2	3,300	114 1/2	114 1/2	114 1/2	— 1/2	Hupp Motor Car
160 1/2	160 1/2	160 1/2	160 1/2	100	100 1/2	100 1/2	100 1/2	— 1/2	Indian Motorcycle
63 1/2	46 1/2	46 1/2	46 1/2	12,400	60 1/2	60 1/2	60 1/2	— 1/2	Jordan Motor Car
21 1/2	21 1/2	21 1/2	21 1/2	3,400	19 1/2	19 1/2	19 1/2	— 1/2	Kelly-Springfield
72 1/2	68 1/2	68 1/2	68 1/2	100	70 1/2	70 1/2	70 1/2	— 1/2	Kelly-Springfield 6s pf.
126 1/2	103 1/2	103 1/2	103 1/2	100	115 1/2	115 1/2	115 1/2	— 1/2	Kelsey Wheel
159 1/2	135 1/2	135 1/2	135 1/2	12,800	142 1/2	142 1/2	142 1/2	— 1/2	Lee Rubber & Tire
111 1/2	109 1/2	109 1/2	109 1/2	100	110 1/2	110 1/2	110 1/2	— 1/2	Mac Trucks
21 1/2	19 1/2	19 1/2	19 1/2	400	20 1/2	20 1/2	20 1/2	— 1/2	Martin-Parry
37 1/2	31 1/2	31 1/2	31 1/2	1,500	34 1/2	34 1/2	34 1/2	— 1/2	Moon Motors
53 1/2	40 1/2	40 1/2	40 1/2	10,100	47 1/2	46 1/2	46 1/2	— 1/2	Motometer A
33 1/2	30 1/2	30 1/2	30 1/2	4,400	33 1/2	33 1/2	33 1/2	— 1/2	Motor Wheel Corp.
100 1/2	100 1/2	100 1/2	100 1/2	100	100 1/2	100 1/2	100 1/2	— 1/2	Mulline Body
15 1/2	10 1/2	10 1/2	10 1/2	5,400	15 1/2	14 1/2	14 1/2	— 1/2	Murray Body
640 1/2	460 1/2	460 1/2	460 1/2	200	610 1/2	610 1/2	610 1/2	— 1/2	Nash Motors
15 1/2	12 1/2	12 1/2	12 1/2	800	13 1/2	13 1/2	13 1/2	— 1/2	Norwalk Tire
21 1/2	17 1/2	17 1/2	17 1/2	6,400	20 1/2	18 1/2	18 1/2	— 1/2	Omnibus Corp.
43 1/2	38 1/2	38 1/2	38 1/2	5,700	39 1/2	39 1/2	39 1/2	— 1/2	Packard Motor Car
100 1/2	100 1/2	100 1/2	100 1/2	17,100	37 1/2	35 1/2	35 1/2	— 1/2	Paige-Detroit Motor
108 1/2	94 1/2	94 1/2	94 1/2	1,800	102 1/2	100 1/2	100 1/2	— 1/2	Pierce-Arrow
10 1/2	8 1/2	8 1/2	8 1/2	100	9 1/2	9 1/2	9 1/2	— 1/2	Reynolds Spring
31 1/2	25 1/2	25 1/2	25 1/2	3,500	29 1/2	28 1/2	28 1/2	— 1/2	Spicer Mfg. Co.
92 1/2	82 1/2	82 1/2	82 1/2	6,200	83 1/2	82 1/2	82 1/2	— 1/2	Stewart-Warner Speed.
59 1/2	52 1/2	52 1/2	52 1/2	2,700	50 1/2	49 1/2	49 1/2	— 1/2	Stromberg Carburetor
59 1/2	52 1/2	52 1/2	52 1/2	8,100	57 1/2	56 1/2	56 1/2	— 1/2	Studebaker Co.
56 1/2	52 1/2	52 1/2	52 1/2	5,900	54 1/2	53 1/2	53 1/2	— 1/2	Timken Roller Bear.
88 1/2	78 1/2	78 1/2	78 1/2	27,200	83 1/2	81 1/2	81 1/2	— 1/2	U. S. Rubber
109 1/2	106 1/2	106 1/2	106 1/2	200	108 1/2	108 1/2	108 1/2	— 1/2	U. S. Rubber 1st pf.
90 1/2	78 1/2	78 1/2	78 1/2	14,900	86 1/2	84 1/2	84 1/2	— 1/2	White Motors
99 1/2	91 1/2	91 1/2	91 1/2	21,700	90 1/2	89 1/2	89 1/2	— 1/2	Willis-Overland
92 1/2	88 1/2	88 1/2	88 1/2	1,500	96 1/2	97 1/2	97 1/2	— 1/2	Willis-Overland pf.
96 1/2	93 1/2	93 1/2	93 1/2	4,000	30 1/2	30 1/2	30 1/2	— 1/2	Yellow C. & T. B.
				100	95 1/2	95 1/2	95 1/2	— 1/2	Yellow C. & T. pf.

## NEW YORK CURE MARKET

Sales (000 omitted)	High	Low	Last Chce.	Net
400 Auburn Auto	62 1/2	61 1/2	62 1/2 + 1/2	
1000 Durant Mot	12 1/2	11 1/2	11 1/2 - 1/2	
3000 Fagel Mot.	8 1/2	7 1/2	7 1/2 - 1/2	
300 Federal M T	41 1/2	41 1/2	41 1/2 - 1/2	
130 Firest T & R	99 1/2	99 1/2	99 1/2 - 1/2	
200 Fisk R 1st pf.	110 1/2	110 1/2	110 1/2 - 1/2	
10 Ford Can.	614 1/2	614 1/2	614 1/2 + 3	
200 Franklin	32 1/2	32 1/2	32 1/2 - 1/2	
1000 Goodyear	35 1/2	34 1/2	34 1/2 - 1/2	
100 Midland Stl	45 1/2	45 1/2	45 1/2 + 1/2	
1100 Miller R nw	44 1/2	43 1/2	43 1/2 - 1/2	
200 Reo Motor	24 1/2	24 1/2	24 1/2 - 1/2	
100 Rep M T of 9	9 1/2	9 1/2	9 1/2 - 1/2	
2100 Rickenbacker	7 1/2	7 1/2	7 1/2 - 1/2	
200 Splint B E.	41 1/2	41 1/2	41 1/2 - 1/2	
3500 Stutz Motor	33 1/2	32 1/2	32 1/2 - 1/2	
100 U S Ru Rec	19 1/2	19 1/2	19 1/2 - 1/2	
100 U S L & H. n.	20 1/2	20 1/2	20 1/2 - 1/2	
1600 do pf	7 1/2	7 1/2	7 1/2 + 1/2	

(The above table shows Monday's stock movements, complete.)

## Current Commodity Prices

### STEEL PRODUCTS

Semi-Finished—Gross Tons	Price
Billets, re-rolling	\$36.00a37.00
Billets, forging	41.00a42.00
Steel bars (hot rolled)	2.00a 2.10
Plates (hot rolled)	1.60a 1.70
Blue annealed sheets	2.50a 2.60
Black sheets	2.35a 2.40
Auto body	4.40a 4.50
Bands	2.40a 2.50
Cold rolled strip	3.75a 3.80
Hot rolled strip	2.20a 2.30
Pig Iron, Basic	20.00a21.00
Eastern Pennsylvania	22.00a23.00

### IRON AND STEEL SCRAP

(Buying prices, f. o. b. New York.)	Price
Heavy melting steel	\$12.00a13.00
Machine shop turnings	9.50a10.00
Cast iron borings	9.50a10.50
No. 1 cast scrap	16.00a17.00

### MILL PRODUCTS

Base prices, cents per pound, f. o. b. mill.	Price
High brass sheets	18 1/2
Copper, in rolls	21 1/2
Zinc, spot, New York	8.15a 8.20
Lead, spot, New York	9.15a 9.20
Aluminum, virgin 98a99	27 a

### SEAMLESS TUBING

High brass	23.50
Copper	24.25

### RODS

High brass (round 1/2 to 2 1/
-------------------------------



# Dealer Activities

## DAHL ADDS CHEVROLET BRANCH IN WICHITA, KAN.

Kansas City, Feb. 16.—Chester Dahl of the Dahl Chevrolet Company of this city, has just purchased the Reiff Motor Company, Chevrolet dealer, in Wichita, Kan. He will operate the Wichita business under the same name as in Kansas City. G. M. Heinrich, who was retail sales manager in Kansas City, has been promoted to manager of the Wichita branch. William Goddard, a salesman with the company, has been made sales manager here.

## YELLOW SLEEVE ADOPTS EMPLOYEES' STOCK PLAN

East Moline, Ill., Feb. 16.—The Yellow Sleeve Valve Engine Works of East Moline has adopted a saving and investment plan in which all employees who have been with the company for three months or more are eligible to participate.

The plan is similar to that which has been in effect in all the plants of the General Motors Corporation since 1919. According to E. E. Peterson, auditor of the East Moline plant, about 40 per cent. of the 700 employees have already signed applications to participate.

## WILL SELL CHRYSLERS IN SOUTH TACOMA, WASH.

South Tacoma, Wash., Feb. 16.—Nielsen and Hansen, pioneer auto dealers of this section, have just been named local dealers for Chrysler automobiles, and have established a complete service station in their garage.

## DODGE DEALER OPENS BRANCH IN HOUSTON

Houston, Tex., Feb. 16.—A branch salesroom has just been opened at Caroline and McKinney Avenues by the Shelor Motor Company of this city, dealers in Dodge cars and Graham trucks.

## GARAGE GETS FRANCHISE FOR HUPMOBILE CARS

Chicago, Feb. 16.—The A. L. Berger Company, Inc., has just opened new salesrooms at 1415 Lunt Ave., as Hupmobile dealer for Rogers Park. About a year ago the firm opened a 125-car

garage at that address. A complete service station is now a feature. A. L. Berger is president and manager; George P. Curtis, vice-president; Earl C. Hobbs, attorney and secretary; and Leonard D. Curtis, treasurer.

## OAKLAND-PONTIAC SALES FOR ST. LOUIS COUNTY

St. Louis, Feb. 16.—The Webster Groves Motor Car Company has just been appointed Oakland and Pontiac dealer in St. Louis county. The organizers and incorporators of the company are Joseph E. Reis, president, and Robert L. Kilpatrick, secretary.

## CHANDLER AND CLEVELAND SALES FOR WILLOUGHBY, O.

Willoughby, O., Feb. 16 (U. T. P. S.).—A dealership for the Chandler and Cleveland line of cars will be opened here about March 10 by Fitzpatrick, Kilcawley & Call, a partnership formed by Cleveland and Willoughby automobile men. The place of business will be on Erie Street.

## NEW OVERLAND DEALER FOR COLUMBUS

Columbus, O., Feb. 16.—A. G. Ellis, who formerly operated the East Liverpool Motor Company, is head of the newly organized Ellis Overland Company, which will handle the North Columbus sale of Willys-Knight and Overland cars with headquarters at 32 Warren St.

## KISSEL ADDS DEALER IN NEW JERSEY COUNTY

West New York, N. J., Feb. 16.—The Kissel Motor Car Company has just appointed the Asclone Motor Car Company of 225-231 18th St., this city, as its dealer for Hudson county and vicinity. Janvier S. Picano is the general manager of the local company.

## BUYS FORD DEALERSHIP AT WOODHULL, ILL.

Woodhull, Ill., Feb. 16.—Lawrence Anderson has just purchased the Ford dealership here from Cummings & Cummings. Clark Stickney and Clyde Rosenberg will continue to operate the shop.

## Fire Losses

### GARAGE LOSS IS \$15,000

Salamanca, N. Y., Feb. 16.—The J. E. Wells Garage here has been destroyed by fire, causing a loss of \$15,000.

### ACCESSORY HOUSE BLAZE

Buffalo, N. Y., Feb. 16.—Fire caused damage to the United Auto Accessory Corporation, dealer in automobile accessories in Ellicott Street, estimated at \$15,000. The loss is partially covered by insurance.

### LOSS BY FIRE IS \$13,000

Galena, Ill., Feb. 16.—One of the worst fires Scales Mound has had in years occurred when the C. L. Walton Garage and town lighting plant were destroyed by fire. Mr. Walton, owner of the garage and light plant, did not carry any insurance. His loss was about \$13,000.

### \$10,000 GARAGE FIRE

Buffalo, N. Y., Feb. 16.—The Cruzon Garage in Freenwood, N. Y., has been destroyed by fire. The loss is estimated at \$10,000.

### REO DEALER MOVES

Elmira, N. Y., Feb. 16.—The Albee Motor Company, Inc., dealer here for Reo passenger cars and speedwagons, has just moved into new quarters at 359-361 State St.

## Incorporations

### OHIO

Columbus, O., Feb. 16 (U. T. P. S.).—New automotive incorporations in this state are: M. G. Maxwell Company, Akron, \$28,000; to deal in automobiles, trucks, tractors and retail parts and accessories; M. G. Maxwell, T. T. Kennedy, George W. Rogers, R. E. Willer and A. W. Sweeney.

Steinkoenig Motors Company, Cincinnati, 750 shares, no par value; to operate a dealership, garage and service station; Jacob F. Steinkoenig, Richard E. Casner, Josephine Addison, Sylvia M. Huck and Albert I. Murdock.

Carl Hess Company, Inc., Massillon, O., \$100,000; to deal in automobiles, trucks, tractors, parts and accessories; W. T. Sibley, Eva M. Sibley, H. W. Vogel, R. W. Mort and C. L. Wilson; place of business at Charles and Mill Streets.

Kreyta Motor Sales and Garage Company, Cleveland, \$10,000; to operate a dealership, garage and repair shop; Irwin N. Losser, I. D. Lucas, H. Stewig, I. L. Nichols and L. L. Goodman.

Great Western Auto Supply Company, Vermilion, \$10,000; to deal in auto supplies and accessories; Joseph A. Klein, M. A. Miller, Charles Ginsberg, Isidor Rothstein and Celia Mandelker.

Stone Garage and Supply Company, Cincinnati, \$10,000; to operate a garage and accessories business; E. S. Byers, E. D. Friebohn, Ethel Garner, Clyde T. Foster and Wilfred Dittoe.

Mariatt Motor Company, Warren, \$50,000; to operate a dealership, garage and service station; O. J. Mariatt, L. B. Mariatt, J. E. Butler, William M. Summer and D. M. Kerr.

Guillinger Motor Sales Company, Montpelier, \$15,000; to deal in automobiles, sell accessories and parts and operate a public garage; F. M. Guillinger, H. H. Wisman, Cioe A. Guillinger, Golda M. Wisman and Charles A. Roode.

Record Garage Company, Cincinnati, \$20,000; to operate a garage, service station and accessory store at 31 East 3d St.; J. C. Eaton, Virginia Eaton, Harry

Mondel, Charles H. Griswold and William C. Busch.

Crost Automobile Accessories Company, Leader Building, Cleveland, 100 shares, no par value; to operate a retail accessories business; E. K. Klein, E. H. Klein, M. E. Gilck, F. H. Goodman and Albert Crost.

Griff General Service Company, Cleveland, \$10,000; to operate a service station for automobiles and trucks; John P. Kallina, Agnes Kall, Hugh Griffith, Margaret Griffith and Joseph Kneeb.

Girt-Rosser Company, Canton, \$50,000; to do a general retail business in automotive accessories and parts, tires and tubes; Percy A. Girt, William A. Girt, T. O. Rosser, Price Janson and Charles M. Ball.

Dorman Automotive Parts Company, Cincinnati, \$125,000; to deal in parts, accessories, tires and tubes; Jack R. Dorman, Joseph Epstein, Edward A. Knoth, Harry B. Dorman and Harvey A. Schear.

## Classified Advertising

CLASSIFIED RATES  
5c word (per daily insertion)

### AGENTS

AGENTS—To sell headlight switch, Ford water pump, inner rings, Liberal commissions. Han-dee Accessories Company, 1152 East 65th St., Chicago, Ill.

### FOR SALE

FOR SALE—Patent for tire spreader that is different than others, easier to operate and can be manufactured and sold at a reasonable price. Geo. W. Humfrey, 1009 W. Court, Flint, Michigan.

"I personally think more of your little trade paper than all the other magazines and publications we receive."

## FISHER-ARMSTRONG AUTO COMPANY

DODGE BROTHERS



MOTOR VEHICLES

115 E EMERSON

PRINCETON, INDIANA

Nov. 30th 1925,

Automotive Daily News,  
1926 Broadway  
New York City.

Gentlemen:-

We feel we owe you the courtesy of an expression relative to Automotive Daily News and this is to advise that your publication meets a real need for a quick reliable and up-to-date news and merchandising service that all executives and dealers of prominence in the industry need.

I personally think more of your little trade paper than all the other magazines and publications we receive. Anytime we can be of assistance to you we will gladly co-operate upon your request.

Yours very truly,

Fisher Armstrong Auto Co.

*E. L. Armstrong*  
E. L. Armstrong,  
Mgr.

SdV/SdV

Use this coupon to keep the Automotive Daily News coming daily

AUTOMOTIVE DAILY NEWS,

1926 Broadway, N. Y. City, N. Y.

Gentlemen:

Enter my subscription at once for the AUTOMOTIVE DAILY NEWS, and note the terms I have indicated below.

3 Months at \$3.00	6 Months at \$6.00	1 Year at \$12.00
-----------------------	-----------------------	----------------------

I enclose \$....., or will send \$..... upon receipt of bill.

NAME .....

ADDRESS .....

City ..... State .....

## Automotive Daily News BUYERS' DIRECTORY and GUIDE

### CARBURETORS



"TRULY A GASOLINE SAVER"  
It's a KNOCKOUT for the  
FORD, DODGE,  
CHEVROLET and  
WILLYS KNIGHT

Dealers Literature for the Asking  
APEX SUB-CARBURETOR COMPANY  
2333 North Illinois St.,  
Indianapolis, Indiana.

### RADIATOR MASCOTS



MOTOR GLO  
"Sees at Night"  
Can be attached to any  
size Moto Meter. Supplied  
with brilliantly colored  
eyes and side windows  
which light up at night.  
Write for illustrated cat-  
alogue showing 100 new  
models.

IRVING FLORMAN CO.  
53 Lafayette St., New York, N. Y.

### FLEET OWNER LISTS

NATIONAL FLEET OWNER LIST  
1349 Corporations, 115,000 Fords  
Over 400,000 automobiles  
Shows name of man to see—  
the man who controls  
or influences the buying.  
Constant exchange of data with list  
users keeps list up to date. The larg-  
est people in the industry are "Repeat  
Order" customers.  
M. Machol, 1917 Broadway, N. Y. C.

### PUNCTURE CURE

**EEZEE**  
Puncture Cure

Spells death to punctures and  
slow leaks. Special discount to  
dealers. Write

**EEZEE MFG. CO.**  
1111 S. Broad, Phila, Pa.

### VENTILATORS



POSITIVE VENTILATION  
FOR CLOSED CARS

THE NICHOLS-LINTERN CO.  
7960 Lorain Ave., Cleveland, Ohio

Only \$3.75 for an "Ad." or  
Business Card the Same Size as  
the One on the Left, on a 52-  
Time Basis.

Write for Details